

File

June 12, 1961

fashion calendar 1961

21st YEAR • A WEEKLY PUBLICATION

JANUARY

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FASHION CALENDAR

NOTE: Although listings are repeated until the scheduled date of each event, they frequently incorporate IMPORTANT CHANGES. A CAREFUL CHECK OF EVERY issue will therefore yield maximum use of FASHION CALENDAR to the reader...Ruth Finley, Editor.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, JUNE 9, 1961</u>			
Thursday June 8 10:00 A.M.	SHOWING OF FALL COLLECTION Fall collection designed by Ronald Amey. Contact: CO. 5-7720.	BURKE AMEY	16 WEST 57TH STREET SHOWROOM - 5TH FLOOR
Thursday June 8 10:30 A.M.	PREVIEW: FUR FASHIONS BY CONSTANTINO Fall-Winter fur fashions, designed by Constantino. Fashion Director and Commentator: Mia Grau. By invitation. Contact: PE. 6-6944.	THE CHRISTIE BROS. FUR CORP.	333 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Thursday June 8 12:00 Noon Cocktails	PREVIEW: CALIFORNIA FALL COLLECTION For press and buyers. By invitation. Thereafter by appointment in private suite. Publicity: Maxwell-Latham-Mathews, PL. 3-5556.	BUD KILPATRICK (BEVERLY HILLS, CAL.)	HOTEL PLAZA RENDEZVOUS ROOM
Thursday June 8 1:30 P.M. Champagne	OPENING OF FALL COLLECTION Daytime and evening Fall collection, designed by Angela. By invitation. Thereafter by appointment. Contact: Miss Rae, JU. 2-1747.	ROSSINO-ANGELA	30 WEST 57TH STREET SHOWROOM - 3RD FLOOR
Thursday June 8 3:00 P.M.	PREVIEW: READY-TO- WEAR FUR COLLECTION Press preview of ready-to-wear furs, followed by cocktails. By invitation. Thereafter at 10:30 and 2:30 at showroom, 14th floor, by appointment. Contact: BR. 9-8144. Publicity: Eleanor Lambert, MU. 8-2130.	RITTER BROTHERS (224 WEST 30TH ST.)	SHERRY NETHERLAND HOTEL CRYSTAL PAVILION
Thursday June 8 3:00 P.M.- 7:00 P.M. Cocktails	PREVIEW: FALL AND CRUISE FABRICS A.P. Silk will launch "World Of Silk" collection in their newly decorated showroom; also the opening of the "Trip Around The World" contest. Publicity: Countess Denise Dolfin at Ken R. Williams, LO. 4-3335.	A.P. SILK CO.	1412 BROADWAY SHOWROOM - 15TH FLOOR
Thursday June 8 3:30 P.M. Champagne	PREVIEW OF FALL DRESS COLLECTION Preview of Fall dress collection. Showing at 4:15 P.M. By invitation. Thereafter by appointment. Contact: Joanne March, EL. 5-0989.	DOROTHY DICKERSON	19 WEST 57TH STREET SALON - 6TH FLOOR
Thursday June 8 4:00 P.M. Cocktails	PREMIERE SHOWING OF JUNIOR FASHIONS First showing of Fall collection of junior dresses and ensembles. By invitation. Thereafter in showroom. Contact: Shelly Lebow, LA. 4-9923.	JUNIOR FORUM, INC. (498 SEVENTH AVENUE)	500 CLUB 500 SEVENTH AVENUE
Thursday June 8 4:00 P.M.	SHOWINGS OF FALL COLLECTION Showings at 4:00 P.M., June 8, 13, 14, 20, 22. Contact: CH. 4-7940.	WILLIAM FOX, INC.	550 SEVENTH AVENUE SHOWROOM - 4TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday June 8 5:00 P.M. Cocktails	PREMIERE PREVIEW OF FALL COLLECTION Kasper will present his Fall collection June 8 at 5:00 P.M. By invitation. Continuous thereafter. Contact: Miss Greer, BR. 9-8394.	KASPER, INC.	498 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Thursday June 8 8:30 P.M.	PRESENTATION OF 1961 AWARDS The 1961 Sports Illustrated Design Awards will be presented to Jeanne Essig of Majestic Sportswear; and Emilio Pucci. (Supper following.) By invitation. Contact: Patricia Young, LL. 6-2681.	SPORTS ILLUSTRATED	TIME & LIFE BLDG. RECEPTION CENTER
Beginning Thursday June 8	FALL JUNIORS, DEBS, AND PETITES Presentation in new showrooms of Parklane Jrs. back-to-school collection; Parklane Debs dressy fashions; and new collection of Petites by Parklane, Inc. Continuous showings throughout June. Contact: WI. 7-0430.	PARKLANE JUNIOR; DEBS; PETITES BY PARKLANE	1407 BROADWAY SHOWROOM - 7TH FLOOR
Thursday June 8- June 16	SHOWING FALL-WINTER LINGERIE COLLECTION Daily showings of Rogers Fall, Winter, and Holiday lingerie collection with formal showings at <u>3:00 P.M.</u> only. Contact: Linda Handelsman, OX. 5-0910.	ROGERS LINGERIE	500 FIFTH AVENUE SHOWROOM - 3RD FLOOR
Friday June 9 10:30 A.M. Champagne	PRESS PREVIEW: FALL- WINTER FUR COLLECTION "Society Collection of Trend-Setting Furs"--showing of Mr. John's Fall Winter fur collection. By invitation. Publicity: Joe Mann, PL. 7-1966.	MR. JOHN FURS	24 WEST 57TH STREET SALON - 7TH FLOOR
Friday June 9 10:30 A.M.	OPENING OF FALL COLLECTION By appointment. Contact: WI. 7-3764.	BEN ZUCKERMAN	512 SEVENTH AVENUE SHOWROOM - 40TH FLOOR
Friday June 9 2:30 P.M. Champagne	PREMIERE SHOWING: FALL COUTURE FASHIONS First showing in New York of daytime, cocktail and evening fashions, designed by Rivero y Mojena. Additional showings <u>June 13 and 15 at 5:30 P.M.</u> (champagne). By invitation. Contact: Esther Rodriguez, EL. 5-2600. Publicity: Peggy Cantor Associates, MU. 9-8542.	RIVERO Y MOJENA	SAVOY-HILTON HOTEL
Friday June 9 3:30 P.M. Cocktails	FALL BACK-TO-SCHOOL TRENDS FASHION SHOW Fashions from Fall issues in a trends presentation. <u>Showing promptly at 4:00 P.M.</u> By invitation only, for retail stores. Tickets: \$7.00. Contact: Kay Corinth, PL. 9-8100.	SEVENTEEN MAGAZINE (320 PARK AVENUE)	WALDORF-ASTORIA GRAND BALLROOM
Beginning Friday June 9	FALL FUR AND FABRIC MILLINERY COLLECTION Continuous showings, Monday through Friday, 9:00 A.M. - 4:00 P.M. of Fur Flyers' fur hats and Fun Flyers' fabric hats. Contact: OX. 5-6323.	FUR FLYERS; FUN FLYERS	1384 BROADWAY SHOWROOM - 8TH FLOOR

WEEK BEGINNING MONDAY, JUNE 12, 1961

Monday June 12 9:30 A.M.	PREVIEW: FALL-WINTER FUR COLLECTION Max Koch will present his Fall-Winter fur collection. Contact: Nat Burns, CH. 4-5854.	MONA LISA FURS	333 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday June 12 2:30 P.M.	PREVIEW OF FALL- WINTER FUR COLLECTION Ben Kahn will present his Fall-Winter fur collection to the press and buyers. By invitation. Publicity: Maxwell-Latham-Mathews, PL. 3-5556.	BEN KAHN FURS CORP.	150 WEST 30TH STREET SHOWROOM - 13TH FLOOR
Monday June 12 2:30 P.M.	PREMIERE OF FALL COCKTAIL FASHIONS Premiere of new Fall cocktail collection, designed by Bob Bugnand for Sam Friedlander--"Monsieur B.B."; also collection by Raymond McCrory. Preview at 2:30 P.M., June 12 and 13. Thereafter continuous. By invitation. Contact: Eleanor Zee, PE. 6-2663.	SAM FRIEDLANDER	530 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Monday June 12 4:00 P.M.	PREVIEW OF FALL COUTURE COLLECTION Presentation of Maria Krum's couture daytime, travel and evening fashions. For press and buyers, by invitation. Contact: CI. 7-3060.	MARIA KRUM	41 WEST 56TH STREET SALON - 2ND FLOOR
Monday June 12- June 30	FASHIONS FROM AUGUST- SEPTEMBER ISSUES Showing and visual display of fashions. accessories and promotion plans from Fall issues. For store and buying office executives. By appointment, 9:00 - 5:00 P.M. Contact: Anita Blanchard, PL. 9-8100.	SEVENTEEN MAGAZINE	320 PARK AVENUE SHOWROOM - 8TH FLOOR
Monday June 12 5:00 P.M.	SPECIAL SHOWING OF FALL COLLECTION Special showing of Scaasi's Fall collection in new showroom. By invitation. Contact: Pearl Newman, CI. 6-8226.	SCAASI	550 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Monday June 12- June 16	CORSET & BRASSIERE FALL MARKET WEEK Contact: Mary Osborne, Corset & Brassiere Council, 180 Madison Avenue, LE. 2-9440.	CORSET & BRASSIERE INDUSTRY	SHOWROOMS AND HOTELS
Tuesday June 13 10:30 A.M.; 2:30 P.M.	OPENING: FALL FASHION ACCESSORIES Doro will present the Fall collection of "top" fashion accessories, including wraps, jackets, stoles and scarves. Daily at 10:30 and 2:30. By appointment. Contact: Miss Muriel, MU. 5-8030. Publicity: Barbara Kling, 527 Lexington Ave., PL. 3-1709.	DORO, INC.	10 EAST 38TH STREET SHOWROOM - 3RD FLOOR
Tuesday June 13 1:30 P.M.	OPENING: FALL COCKTAIL AND EVENING FASHIONS Showing of Fall cocktail, evening fashions, designed by Pepe Fernandez. For press and buyers, by invitation. Thereafter, June 15, 20, 22 at 1:30 P.M. By appointment. Contact: Nena Justo, PL. 2-0712.	PEPE FERNANDEZ COUTURIER, INC.	211 EAST 53RD STREET SALON - 7TH FLOOR
Tuesday June 13 4:00 P.M.	PREVIEW OF FALL IMPORT FASHIONS By invitation. Publicity: Rosemary Sheehan, MU. 5-1280.	FONTANA OF ROME	HOTEL PLAZA TERRACE ROOM
Tuesday June 13 5:00 P.M. Dinner	"INSTANT FASHION WOOLKNITS" Complete review of Fall collections of women's knitted wool dresses, coats, suits, sweaters, sportswear, resort fashions. Annual Woolknit Design Awards presented for top creativity in field. For buyers and fashion press, by invitation. Publicity: Eleanor Kairalla, MU. 8-1171.	WOOLKNIT ASSOCIATES	HOTEL PIERRE BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday June 14 3:30 P.M	FASHION SHOW IN ALL-STRETCH FABRICS Showing of fashions made of all-stretch fabrics by key American designers, presented by Burlington Throwing Company. By invitation. Publicity: Rosemary Sheehan, 27 East 37th Street, MU. 5-1280.	BURLINGTON INDUSTRIES	WEAVERS CLUB 111 WEST 40TH STREET
Wednesday June 14 7:00 P.M	FALL BRIDAL SHOW FOR CUSTOMERS Showing of Macy's Fall bridal collection. <u>By admission ticket only.</u> Contact: Bridal Dept., OX. 5-4400, Ext. 2446.	MACY'S NEW YORK	HOTEL ASTOR GRAND BALLROOM
Thursday June 15 10:30 A.M.	PRESS PREVIEW OF FALL BRIDAL FASHIONS By invitation. (Release date Mon., June 19.) <u>Customer showing, Tues., June 20 at 6:30, St. George Hotel, Grand Ballroom. By reservation.</u> Publicity: Rita Dobbins, TR. 5-3100, Ext. 355.	MARTIN'S (BROOKLYN)	2ND FLOOR BRIDAL SALON
June 16	MACY'S RELEASE DATE--FALL BRIDAL FASHIONS (No Press Show).		
Friday June 16 9:00 A.M.; and 12:00 Noon	AMERICAN READY-TO-WEAR, FALL, 1961 Showing of American ready-to-wear, millinery and accessories. Report and Commentary by Catherine Di Montezemolo, Vogue Magazine. Co-Chmn.: Carrie Donovan, N.Y. Times; and Katherine Murphy, Bonwit Teller. Prices: Breakfast: \$6.00, members; \$10.00, guests. Luncheon: \$10.00, members; \$15.00, guests. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	WALDORF-ASTORIA BALLROOM
Sunday June 18- June 21	59TH SEMI-ANNUAL LEATHER SHOW Exhibits of footwear leathers for Spring-Summer, 1962. Hours: <u>June 18, 1:00 - 7:00 P.M ; June 19, 20, 9:00 - 7:00 P.M.; June 21, 9:00 - 12:00, Noon.</u> Contact: Leif C. Kronen, 411 Fifth Ave., MU. 6-7950.	TANNERS' COUNCIL OF AMERICA, INC.	STATLER-HILTON HOTEL BALLROOM
June 19	MARTIN'S RELEASE DATE--Preview (June 15) of Bridal Fashions (See Above).		
Monday June 19 10:00 A.M.	PRESS PREVIEW: FALL BRIDAL FASHIONS By invitation. (Release date, Wed., June 21.) (Customer showings Thurs., June 29 at 5:30 and 7:00, Special Events Center, 6th floor. By ticket only.) Publicity: Mildred Collins, LO. 5-7960.	STERN'S	3RD FLOOR
Monday June 19 5:00 P.M.- 7:00 P.M	FIRST ANNUAL AMERICAN SHOE DESIGNERS' AWARDS Shoe awards to ten outstanding designers of men's, women's, and children's shoes. By invitation. Contact: Billie Gould, MU. 6-7956.	LEATHER INDUSTRIES OF AMERICA	STATLER-HILTON HOTEL GOLD SUITE
Monday June 19 9:00 P.M.	PRESS PREVIEW OF FALL COLLECTION <u>Admission by card only. (Black tie.) Trade June 20 and 27 at 10:30 A.M.</u> By invitation. Contact: CH. 4-5452.	NORMAN NORELL	550 SEVENTH AVENUE SHOWROOM
Beginning Monday June 19	FALL MILLINERY IN NEW SALON Vincent-Harmik's Fall millinery collection in new salon at informal daily showings. Contact: MU. 8-1847.	VINCENT-HARMIK	72 EAST 56TH STREET SALON - MEZZANINE

—READY-TO-WEAR FALL TIME TABLE, JUNE 12 - 15 ("O" -- OPENING; "P" -- PRESS SHOW).
For more details, refer to specific listings in current and previous issues.

<u>MONDAY, JUNE 12</u>	<u>TUESDAY, JUNE 13</u>	<u>WEDNESDAY, JUNE 14</u>	<u>THURSDAY, JUNE 15</u>
9:30 Bonnie Cashin-Sills	Bonnie Cashin-Sills Frank Gallant Nathan & Strong Cameo Evening; Five Thirty P.M. Tiffeau-Busch	Bonnie Cashin-Sills Frank Gallant Nathan & Strong Cameo Evening; Five Thirty P.M.	Bonnie Cashin-Sills Frank Gallant Nathan & Strong Cameo Evening; Five Thirty P.M.
10:00 Jack Sarnoff	David Hart Bob Bugnand Adele Simpson Seymour Fox	Jack Sarnoff Bob Bugnand Adele Simpson	Bob Bugnand Adele Simpson Marquise
10:30 Dan Millstein David Crystal Gross-Sydney	Dan Millstein David Crystal Gross-Sydney Seymour Jacobson Edward Abbott Herbert Sondheim Rudolf Handmacher-Vogel	Dan Millstein David Crystal Gross-Sydney Seymour Jacobson Edward Abbott Herbert Sondheim Rudolf Monte Sano-Pruzan	Dan Millstein Seymour Jacobson Edward Abbott
11:00 Wragge	N.S. Juniors Arkay	N.S. Juniors	N.S. Juniors
11:30 Mignon	George Carmel	Mignon	George Carmel
12:00 Lee Claire Lawrence of London	Lee Claire Lawrence of London C. Alexander Lanz Vera Maxwell Louis Goldstein Mollie Parnis Style Trades Estevez Teal Traina Talmack	Lee Claire Lawrence of London C. Alexander Lanz Vera Maxwell Louis Goldstein	Lee Claire Lawrence of London C. Alexander Lanz Vera Maxwell Louis Goldstein Mollie Parnis Estevez
1:00 Teal Traina		Teal Traina	
1:15	Frank Starr Nat Kaplan	Frank Starr	Frank Starr
1:30	Pepe Fernandez(O) Highlight	Highlight	Pepe Fernandez
2:00	Mam'selle Rappi Harry Frechtel	Mam'selle Rappi	Rappi
2:15	Paul Parnes		

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READY-TO-WEAR TIME TABLE (continued) ("O" -- OPENING; "P" -- PRESS SHOW).

MONDAY, JUNE 12	TUESDAY, JUNE 13	WEDNESDAY, JUNE 14	THURSDAY, JUNE 15
2:30 Jamison Hayette Rembrandt Sam Friedlander(P)	Jamison Hayette Rembrandt Sam Friedlander Ira Rentner Ceil Chapman Trigere Maurice Rentner Martini Designed- Jerry Parnis	Jamison Hayette Rembrandt Larry Aldrich Ira Rentner Ceil Chapman	Jamison Hayette Rembrandt Ira Rentner Trigere
3:00 Lawrence of London	Lawrence of London Margot	Lawrence of London	Lawrence of London
4:00 Clare Potter Maria Krum(P) Harmay	Clare Potter William Fox, Inc. Townley	Clare Potter William Fox, Inc.	Townley
5:00 Scaasi			
5:30	Rivero y Mojena		Rivero y Mojena

FALL CONTINUOUS SHOWINGS - These collections have opened

ALBERT ALFUS.....Leather Jackets, fur-trimmed coats, leather & knit ensembles.
1407 Broadway, 12th Floor, OX. 5-1840.

ALISON.....Dresses and costumes, designed by Betty Goodwin.
530 Seventh Avenue, 15th Floor, WI. 7-0152.

BATALDI.....Baitech & Castaldi Fall coat collection.
230 West 39th Street, 12th Floor, LO. 4-6886.

MARY BLACK, INC...Fall couture collection.
41 W. 57th St., 8th Floor. Contact: Dorothy Smith, PL. 8-2014.

BRIARBROOK.....Fall suit collection.
512 Seventh Avenue, 11th Floor, BR. 9-7700.

BRITTANY.....Fortieth anniversary Fall coat collection.
(HENRY FRIEDRICKS CO.) 205 West 39th Street, 13th Floor, PE. 6-8867.

TED BROWN, INC....Junior collection, designed by Frances Prisco.
1400 Broadway, 8th Floor, PE. 6-2642.

CABANA.....Separates, dresses, sportswear, designed by Pembroke Squires.
1410 Broadway, 17th Floor, WI. 7-0326.

ANTHONY BLOTTA...Fall collection.
498 Seventh Avenue, 12th Floor, PE. 6-8412.

(continued on following page)

FALL CONTINUOUS SHOWINGS (continued from page 6)

CONSENTINO; GOUTILIE; Fall imports, boutique, sportswear at Virginia Krementz.
SIMONETTA; Von ALTMAN 42 West 58th St., RM. 203, PL. 3-4464 or PL. 3-3500.

DAVID CRYSTAL.....Fall suit collection.
498 Seventh Avenue, 23rd Floor, BR. 9-6560.

DEVONBROOK SUITS;.....Suits and dresses, designed by John Anthony.
DEBSHIRE DRESSES 1400 Broadway, 10th Floor, PE. 6-4580.

DOUGLAS & CARMONA.....Couture Fall cocktail, evening and ball gowns. By appointment.
50 West 57th Street, 6th Floor, CO. 5-0320.

LESLIE FAY.....Fall collection.
1400 Broadway, 16th Floor, BR. 9-7700.

WAYNE FULLER.....Afternoon and late day dresses.
(CALIFORNIA) Savoy-Hilton, Suite 615. Contact: Dick Steiner, EL.5-2600.

MR. GEE-
MELBA HOBSON.....Fall separates and sportswear.
1407 Broadway, 25th Floor, WI. 7-8178.

RUDI GERNREICH.....Knitwear, ensembles, dresses, sportswear at Charles Rose Assoc.
1407 Broadway, Suite 600, BR. 9-5664.

GINSBURG & ABELSON....."Young Viewpoint" fashions.
1400 Broadway, 27th Floor, CH. 4-4131.

NELLY de GRAB.....Back-to-school and Fall collection.
512 Seventh Avenue, 11th Floor, BR. 9-2581.

GUY D.....Fall collection, designed by Earl Bonuam.
498 Seventh Avenue, 4th Floor, LO. 4-3913.

DAVID HART, INC.....Afternoon and cocktail dresses.
498 Seventh Avenue, 4th Floor, OX. 5-2190.

HAYMAKER SPORTS.....Skirts, shirts, separates, pants, knits.
498 Seventh Avenue, 23rd Floor, BR. 9-6860.

HEISER SPORTSWEAR.....Dresses and playclothes, designed by Silvano of Roma.
550 Seventh Avenue, 6th Floor, LO. 3-1534.

JAYSON CLASSICS.....Sportswear separates, designed by Sandy Packales; also shirts.
1407 Broadway, 29th Floor. Publ.: Essie Pinsker, WI.7-4591.

JUNIOR ACCENT, INC.....Fall junior fashions.
498 Seventh Avenue, 10th Floor, LO. 4-1434.

DAN KELLER CO.....Casual dresses and ensembles.
498 Seventh Avenue, 11th Floor. Publ.: M.Hodge, LT.1-3260.

KIMBERLY KNITWEAR.....Fall knitwear collection.
1410 Broadway, 18th Floor, LO. 4-1080.

(continued on following page)

FALL CONTINUOUS SHOWINGS (continued from page 7)

- KLEIN & BLAICKIE....Misses daytime and late-day dress collection.
525 Seventh Avenue, 20th Floor, BR. 9-7580.
- DON LA VIGNA.....Fall coats and suits.
512 Seventh Avenue, 34th Floor, OX. 5-2651.
- MAX LAWRENCE, INC...Fall collection, designed by Miguel Dorian.
530 Seventh Avenue, 4th Floor, WI. 7-2055.
- LEATHERMODE.....Fall leather jackets, suits, coats, dresses, by Viola Sylbert.
1410 Broadway, 19th Floor, PE. 6-9797.
- LOOMTOGS.....Sportswear & separates; also girls & sub-teens for Young Loomtogs.
1410 Broadway, 15th Floor, IA. 4-4671.
- MAIN STREET.....Rain, sun and storm coats; also collection by Clare Potter.
500 Seventh Avenue, 17th Floor, IA. 4-8900.
- MAJESTIC SPECIALTIES..Fall and early Holiday color-coordinated separates.
1410 Broadway, 16th Floor, IO. 4-3113.
- MARCH & MENDL.....Misses and junior rainwear and outerwear.
512 Seventh Avenue, 21st Floor, IA. 4-7942.
- MARTINETTE PETITE..Petite dresses, designed by Robert Given.
530 Seventh Avenue, 4th Floor, WI. 7-2055.
- McMULLEN CO.....McMullen dresses; coordinates by McMullen and Robert Powell Johns.
550 Seventh Avenue, 2nd Floor, OX. 5-4270.
- MR. MORT.....Junior dress collection, designed by Lee Evans.
498 Seventh Avenue, 20th Floor, OX. 5-4760.
- NANNETTE.....Cashmere coordinates and cashmere trimmed cardigan sweaters.
1410 Broadway, 18th Floor, WI. 7-8130.
- PETITE COUTURE.....Fall coats and suits, designed by Murray Nieman.
205 West 39th St., 2nd Floor, WI. 7-4857.
- MARIE PHILLIPS.....Junior dresses and wool knits.
1400 Broadway, 8th Floor, CH. 4-2784.
- GRETA PLATTRY.....Fall knitwear, ensembles, dresses, sportswear for Cabot.
1410 Broadway, 14th Floor, CH. 4-4840.
- RAMOS SPORTSWEAR...Sportswear, ski, apres-ski; also antelope suede sportswear.
1410 Broadway, 34th Floor, BR. 9-4595.
- R & K ORIGINALS....Fall dresses.
1400 Broadway, 5th Floor, PE. 6-0900.
- SAMUEL ROBERT.....Fall fashions in suede, kidskin, knits, leathers.
1407 Broadway, 27th Floor, IA. 4-4562.

(continued on following page)

FALL CONTINUOUS SHOWINGS (continued from page 8)

RONA DRESSES.....Fall dresses and costumes.
1400 Broadway, 19th Floor, CH. 4-3872.

SHIRT TREE.....New shirts and blouses, designed by Lynn Stuart of Mister Pants.
525 Seventh Avenue, 3rd Floor, OX. 5-7320.

MORT SCHRADER.....Fall collection.
530 Seventh Avenue, 15th Floor, LO. 4-9194.

JERRY SILVERMAN...Dress collection, designed by Shannon Rodgers.
530 Seventh Avenue, 10th Floor, CH. 4-4940.

ROBERT SLOAN.....Sportswear and separates designed by Sylvia de Gay.
498 Seventh Avenue, 18th Fl. Publ.: Margaret Hodge, LT.1-3260.

EDITH SMALL.....Showing of Fall collection.
(CALIFORNIA) Hotel Gotham, Suite 905, CI. 7-2200.

SPORTS EDITIONS...Sportswear and separates, sizes 6 to 14.
ANNE FOGARTY 1410 Broadway, 15th Floor, WI. 7-2284.

STREGA N.Y.....Sportswear & at-home separates, designed by Monte Streitfield.
1407 Broadway, 28th Floor, WI. 7-7419.

TRAVILLA.....Fall California collection, introducing William Sarris group.
(CALIFORNIA) Savoy-Hilton Hotel, Suite 918, EL. 5-2600.

ULLA.....Back-to-school and sportswear by Vicki Cooper.
1384 Broadway, 18th Floor, BR. 9-9076.

WERLE OF CALIFORNIA..Fall collection by Fernandez of Werle.
Savoy-Hilton Hotel, Suite 2704, EL. 5-2600.

ART WILLIAMS.....Cocktail and evening fashions.
42 East 64th Street, TE. 8-8880.

ZACARI.....Fall pants, coordinates, back-to-school fashions.
1410 Broadway, 14th Floor, WI. 7-1322.

MURRAY ZENKEL.....Fall dresses and ensembles, designed by Walter Gerson.
530 Seventh Avenue, 19th Floor, CH. 4-2270.

Tuesday	TENTH ANNUAL	JULIUS WILE & SON	320 PARK AVENUE
June 20	PIMM'S CUP PARTY		20TH FLOOR
4:30 P.M -	Pimm's Cup Awards for 1961 will be presented to distinguished Britishers		
7:30 P.M	who have made important contributions to the American scene in the fields of art, letters, entertainment, sports and industry. By invitation.		
	Publicity: Robert S. Taplinger Associates, 1 East 42nd Street, YU. 6-2800.		
June 21	STERN'S RELEASE DATE--Fall Bridal Fashions: Preview June 19. (See Above.)		
June 21	FIRST DAY OF SUMMER--Wednesday.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday June 22 9:00 A.M. Breakfast	PREVIEW OF FALL COLLECTION Preview for press and buyers of coats, suits, dresses, & evening fashions. By invitation. Contact: Caroline Sankowski, TE. 2-8385. Publicity: Peggy Cantor Associates, 117 East 37th Street, MU. 9-8542.	PAVONE (1025 THIRD AVENUE)	HAMPSHIRE HOUSE LE PETIT SALON
Tuesday June 27 11:30 A.M.	PRESS PREVIEW OF FALL MILLINERY Bergdorf Goodman will preview their Fall millinery collection designed by Halston. By invitation. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR
Tuesday June 27 4:00 P.M. Cocktails	PREVIEW OF FALL MILLINERY FASHIONS The Dior millinery collection will be previewed for the press and buyers. By invitation. Contact: Madame Marguerite R. Pusey, JU. 2-4870.	CHRISTIAN DIOR MILLINERY-NEW YORK	730 FIFTH AVENUE SHOWROOM - RM. 1203
Thursday June 29 10:30 A.M.	PREVIEW OF FALL MILLINERY COLLECTION Mr. John's Fall collection of millinery for press and buyers. By invita- tion. Publicity: Joseph Mann, PL. 7-1966.	MR. JOHN	24 WEST 57TH STREET SALON - 7TH FLOOR
July 4	INDEPENDENCE DAY--Tuesday (Legal Holiday).		
Wednesday July 5 10:30 A.M.	PREVIEW OF FALL MILLINERY COLLECTION Preview of John Frederics' Fall millinery collection for press and buyers. By invitation. Publicity: Ronald Forstadt, CI. 7-7745.	JOHN FREDERICS, INC.	6 WEST 57TH STREET SALON - 7TH FLOOR
Wednesday July 5 5:00 P.M. Champagne	PREVIEW OF FALL MILLINERY COLLECTION Preview of Mr. Arnold's Fall millinery collection, for press and buyers. By invitation. Contact: PL. 7-9490.	MR. ARNOLD, INC.	20 WEST 57TH STREET SALON - 4TH FLOOR
Beginning Wednesday July 5	OPENING OF FALL MILLINERY COLLECTION Continuous showings for press and buyers of Frarian's Fall millinery collection, designed by Miss Lucille. Contact: Peggy Lambert or Mr. Da Costa, CI. 7-2687.	FRARIAN ORIGINALS	47 WEST 56TH STREET SHOWROOM - 6TH FLOOR
Thursday July 6 10:00 A.M.	PRESS PREVIEW OF FALL MILLINERY Sally Victor will invite the press to preview her Fall hats. By invi- tation. Publicity: Mildred Josephs, PL. 3-7450.	SALLY VICTOR, INC.	18 EAST 53RD STREET SALON - 9TH FLOOR
Thursday July 6 5:00 P.M. Cocktails	PREVIEW OF FALL MILLINERY COLLECTION Emme will preview her Fall millinery collection to the press and buyers. Showing at 5:45 P.M. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.	EMME (19 WEST 57TH STREET)	SHERRY NETHERLAND CRYSTAL PAVILION
Monday July 10 11:00 A.M.	MILLINERY, CLOTHES, FURS AND COIFFURES Preview for the press of Fall hats, clothes, furs and coiffures; also haircoloring by Clairol. By invitation. Contact: PL. 7-8780.	WALTER FLORELL	30 WEST 57TH STREET SALON - 5TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday July 10 4:00 P.M. Cocktails	PREVIEW OF FALL MILLINERY COLLECTION Fall collection of millinery; also first collection of furs by Don For press and buyers, by invitation. Contact: PL. 8-1686.	DON MARSHALL, INC.	18 EAST 53RD STREET SALON - 2ND FLOOR Marshall.
Tuesday July 11 9:30 A.M. Breakfast	PRESS PREVIEW OF FALL MILLINERY Press preview, at breakfast, of the Irene of New York and Rivera Fall millinery collections. By invitation. Contact: Miss Rose, PL. 3-3032.	IRENE OF NEW YORK	16 EAST 52ND STREET SALON - 6TH FLOOR
Tuesday July 11 7:00 P.M. Dinner	ADVANCE PREVIEW OF FALL HATS The Trade Promotion Committee of Millinery Promotions Inc. will present a showing of Fall hats by the Millinery Creators of America. For buyers. By invitation. Contact: MU. 6-2970.	MILLINERY PROMOTIONS INC. (10 EAST 40TH ST.)	HOTEL ASTOR BALLROOM
Thursday July 13 10:00 A.M.	PREVIEW OF FALL MILLINERY COLLECTION Preview for press and buyers of Fall hats by William J. (Note new address.) By invitation. Contact: CI. 5-8956.	WILLIAM J.	CARNEGIE HALL 7TH AVE. & 56 ST. (10 FL.)

FALL COUTURE OPENINGS IN ROME, FLORENCE, LONDON, PARIS.

Sunday July 9- July 14	CENTRO ROMANO PER L'ALTA MODA ITALIANA Contact: Cav. del Lav. Anacleto Gianni, Piazza S. Ignazio, 125, Rome, Italy.	ROME, ITALY
Saturday July 15- July 20	CENTRO DI FIRENZE PER LA MODA ITALIANA <u>July 15:</u> Millinery Show. Sportswear & Boutique: Celli, Camisene; De Simone; Aida; Naka; Paola Nucci; Laura Aponte; Glans; Scarabocchio; Baldini; Valditvere; Falconetto; Avagolf; Myricae; Vito; Avolio; Bertoli; Mirsa. <u>July 16:</u> Sportswear & Boutique: Antonelli Sport; Simonetta Sport; Galitzine Boutique; Barentzen's Bazaar; Veneziani Sport; Marucelli Boutique; Fabiani Boutique. High Fashion: Emilio Pucci; Enzo; De Barentzen. South African Persian Lamb by Italian furriers. <u>July 17:</u> High Fashion: Marucelli; Carosa; Guidi; Veneziani; Brioni's men's fashions. <u>July 18:</u> High Fashion: Capucci; Galitzine; Simonetta; Fabiani. <u>July 19:</u> High Fashion: Antonelli; Schuberth; Mingolini-Gugenheim; De Luca. <u>July 20:</u> High Fashion: Palloni; Bellenghi; Lancetti. Contact: G.B. Giorgini, 10 Lungarno Acciaiuoli, Florence, Italy.	FLORENCE, ITALY
July 18- July 20	INCORPORATED SOCIETY OF LONDON DESIGNERS Contact: Ann Ryan, 46 Old Bond Street, London, W.I.	
Monday July 24	CHAMBRE SYNDICALE DE LA COUTURE PARISIENNE <u>July 24:</u> Goma. <u>July 25:</u> Gres, Patou, Revillon; Balmain; Esterel; de Rauch; Rouff. <u>July 26:</u> Griffe, Bugnand; Ricci-Crahay; Desses; Heim; Laroche; Hermes. <u>July 27:</u> Carven; Matta; Dior. <u>July 28:</u> Riviere. <u>July 29:</u> Lanvin-Castillo. Contact: Chambre Syndicale, 102 Rue du Faubourg, St-Honore, Paris.	PARIS, FRANCE

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